

Home Furnishings Calendar 1950

WEEK OF

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 5 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW The new textured-look linoleum and new coordinated color program and 1950 patterns will be shown to the press at a cocktail party on this date by invitation only. Publicity: Ed Thomas, Geyer, Newell & Ganger.	SLOANE-BLABON CORP.	295 FIFTH AVENUE
Jan. 5- Jan. 12	KEYSTONE CHINA AND GLASS SHOW, HOTEL FORT PITT, PITTSBURGH, PENNSYLVANIA. CONTACT: J. ANDREW SQUIRES, 1165 BROADWAY, NEW YORK CITY, MU. 3-2636.		
Jan. 5- Jan. 13	PITTSBURGH GLASS AND POTTERY EXHIBIT, HOTEL WILLIAM PENN, PITTSBURGH, PA. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Thursday Jan. 5- Jan. 14	MURAL EXHIBIT The "Dance of India", a large, three-dimensional fabric sculpture mural by Kathi Urbach, noted sculptress, has just been placed on exhibit in Roger Kent's in conjunction with the New York appearance of Uday Shankar and the Hindu Ballet. The mural is Miss Urbach's latest major work and the first to be publicly exhibited in New York. Publicity: Frances K. Carter, Max Rogel & Associates, MI. (Newark) 3-8737.	ROGER KENT	50 ROCKEFELLER PLAZA
Thursday Jan. 5- Feb. 20	FOURTH ANNUAL BETTER ROOMS COMPETITION Entries are now being received for the Tribune's annual competition, in which \$25,000 in prizes will be awarded. Closing date for entries is February 20. Contact: Chicago Tribune, Tribune Tower, Chicago, Illinois.	CHICAGO TRIBUNE	TRIBUNE TOWER CHICAGO, ILLINOIS
Thursday Jan. 5- Jan. 26	ARCHITECTURAL INTERIORS An exhibition by the American Craftsmen's Educational Council is entitled "Architectural Interiors - Today's Answer to the Utilization of Space." It is the second in a series of exhibits designed and planned by Norman Cherner of Teachers College. Publicity: Mrs. Vanderbilt Webb or Frances Wright, PL. 3-0839.	AMERICA HOUSE	32 EAST 52ND STREET
Friday Jan. 6- Jan. 10	ANNUAL CONVENTION AND EXHIBIT The annual convention of the Venetian Blind Association, with R.J. Cayton as convention chairman, will meet. A feature of the convention will be exhibits of new materials, new types of hardware, slats and tapes, new labor-saving devices. Publ.: Roy Craft, 6671 Sunset Blvd. Hollywood 28, Cal.	VENETIAN BLIND ASSN. OF AMERICA	HOTEL DEL CORONADO CORONADO, CALIF.
Sunday Jan. 8	ANNUAL TEXTILE REVIEW TO APPEAR The Annual Textile Review, a magazine issue which has now appeared for nearly half a century, will be out on this date. It will consist of a series of outstanding features written by the nation's best qualified experts on the textile industry. Contact: Percy Schwarz, Textile Review Director, Boston Sunday Herald, 80 Mason Street, Boston, Mass.	BOSTON TRAVELER AND SUNDAY HERALD	BOSTON MASSACHUSETTS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 8-	SOFT GOODS SHOW IN CHICAGO	NATIONAL EXHIBITORS, INC.	HOTEL STEVENS CHICAGO, ILLINOIS
Jan. 13	Curtains, draperies, linens, domestics, shower curtains and related items will be shown at the Chicago Soft Goods Show during this period. Contact: National Exhibitors, Inc., Lansdale, Pennsylvania, LA. 4791.		
Sunday Jan. 8- Jan. 21	TABLE FASHIONS EXHIBIT	HELEN CHAMBERLIN LOS ANGELES, CALIF.	CARNEGIE MUSEUM PITTSBURGH, PA.
	A two weeks showing, sponsored by the Pittsburgh Sun Telegraph, will be given by Helen Chamberlin as part of her Table Fashions of 1950. This show, presenting 22 complete table settings and as many shadow box displays, will feature the fine chinas and earthenwares of the members of the California Pottery Guild. Contact: Helen Chamberlin, California Pottery Guild, 315 West 9th Street, Los Angeles 15, Cal., MA. 6-4638.		
<u>WEEK BEGINNING MONDAY, JANUARY 9, 1950</u>			
Jan. 9	PRESS CLUB LUNCHEON, AMERICAN FURNITURE MART, CHICAGO, ILLINOIS.		
Monday Jan. 9 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR THE PRESS	HERITAGE-HENREDON FURNITURE COMPANY	PALMER HOUSE CHICAGO, ILLINOIS
	The Heritage-Henredon cocktail party for the press only will be a purely social gathering. This manufacturer will exhibit its new line of furniture at the Merchandise Mart during the Market. Miss Mary Elizabeth Talmadge will be at the Palmer House during this period. Publicity: Mary Elizabeth Talmadge, Young & Rubicam, MU. 9-5000.		
Monday Jan. 9 7:00 P.M.	TWELFTH LECTURE	ADV. WOMEN OF N. Y.	HOTEL ASTOR
	The twelfth lecture in the Survey of Advertising Course will deal with National Advertising Copy - choice of campaign idea - development - writing - testing, and will be given by Jean Wade Findlaub, vice pres., Batten, Barton, Durstine & Osborn. Contact: Hulda Kloenne, CI. 5-4149.		
Monday Jan. 9- Jan. 13	39TH ANNUAL CONVENTION	N. R. D. G. A.	HOTEL STATLER
	At the convention, the following sessions will be of interest to those in the home furnishings field. Monday, Jan. 9, 12 noon: "Curtain-Raiser" Luncheon in Grand Ballroom. Wednesday, Jan. 11, 9:30 A.M.: Home Furnishings and Appliance Group Session on Merchandising Housewares for Profits, in Salle Moderne. Thursday, Jan. 12, 9:30 A.M.: Public Relations Session at which NRDGA's 1950 Public Relations Campaign will be revealed. Many of the other sessions dealing with merchandising, management, education and related subjects will also be of interest. Publicity: Robert Mayer, Public Relations, N.R.D.G.A., CH. 4-8780.		
Jan. 9- Jan. 20	NEW OUTDOOR FURNITURE	SALTERINI, WATERS BLDG.	GRAND RAPIDS, MICH.
	A new group of metal garden furniture called Sta-Out will be introduced during the Market. It may be left out in all weathers without the bother of even bringing in cushions. Made of wrought iron with seats and backs of expanded metal mesh, contour-shaped for comfort and treated with the Neva-Rust process, the line includes a three-unit sectional sofa, benches, armchairs with and without pull-out trays, a chair with a spring steel base and a rocker plus a nest of three tables, and an end table with magazine rack. Publicity: Harold J. Siesel Co., EL. 5-0138.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 9-	NEW FURNITURE BY WORMLEY	DUNBAR FURN. CO. SPACE 1638	MERCHANDISE MART CHICAGO, ILLINOIS
Jan. 20	A coffee table with foam rubber under its leather top so that people can sit on it in comfort, a modern chair copied from a 50-year old original first shown in Dresden in 1899, and a magazine "tree" that will hold a year's supply of ten different magazines are a few of the interesting new designs which will be shown by Dunbar at the Furniture Market. Publicity: Harold J. Siesel, 424 Madison Avenue, EL. 5-0138.		
Monday Jan. 9- Jan. 21	CHICAGO WINTER MARKET	CARPET INSTITUTE	MERCHANDISE MART
	A completely individual carpet design in keeping with trends in today's home furnishings will be exhibited by each member of the Carpet Institute during this market. This will be in addition to each manufacturer's regular exhibition of new patterns. Contact: Mary Burke, Fred Eldean Organization, 670 Fifth Avenue, EL. 5-7651.		
Monday Jan. 9- Jan. 21	NEW CARPET DESIGN FOR ARCHIBALD HOLMES & SON	PAUL McCOBB DESIGN ASSOCIATES	MDSE. MART CHICAGO, ILL.
	A new carpet design called "Predictor" has been created by Paul McCobb Design Associates for Archibald Holmes & Son and will be shown in the latter's showroom at the Merchandise Mart. Contemporary in every sense, this new design is woven in light and dark tones of the same color and is of looped pile construction. Publicity: Virginia Burdick, PL. 8-1725.		
Jan. 9- Jan. 20	CHICAGO CURTAIN AND DRAPERY SHOW	MERCHANDISE MART AMERICAN FURN. MART	CHICAGO ILLINOIS
	The Chicago curtain and drapery show will be held concurrently with the furniture market. Pub. Mdse. Mart: Robert B. Johnson, Mdse. Mart, Chicago. Pub. Am. Furn. Mart: L.H. Whiting, 666 Lake Shore Drive, Chicago, Illinois.		
Monday Jan. 9- Jan. 20	CHICAGO HEADQUARTERS FOR TELE. RECEIVERS	STARRETT TELEVISION CORPORATION	CONGRESS HOTEL AM. FURN. MART
	During the Furniture Market in Chicago the Starrett Television Corp. will show its complete new 1950 line of both television receivers and new home air-conditioners in Parlor M of the Congress Hotel. Portions of both lines will also be shown in Space 1730 at the American Furniture Mart. Publicity: Lois Reicher, Ray-Hirsch Co., MU. 8-3515.		
Monday Jan. 9- Jan. 20	NEW FURNITURE: NEW FABRICS	FICKS REED 383 MADISON AVENUE	CHICAGO AND GRAND RAPIDS
	Ficks' new Philippine Rattan pieces designed by Paul Laszlo will go on display simultaneously in New York, Chicago and Grand Rapids, as will their augmented Malay Modern line, their new fabrics, lamps, rugs and decorative accessories. Of special interest is a new drapery material, called "Match Stick", of split bamboo. This material, which drapes effectively, is particularly suited to use on large window areas. Publicity: Harold J. Siesel Company, 424 Madison Avenue, EL. 5-0138.		
Monday Jan. 9- Jan. 20	TEMPORARY HEADQUARTERS	THE MAGNAVOX COMPANY	1115 MERCHANDISEMART
	During the furniture market in Chicago the Magnavox Company will display its new 1950 line of radio-phonographs and television receivers to the trade in its temporary headquarters in the Merchandise Mart - Room 1115. Publicity: Lauren K. Hagaman, The Magnavox Company, Fort Wayne 4, Indiana.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 9-	FIRTH TO SHOW NEW DESIGN IN CARPET	MULLER-BARRINGER	MDSE. MART CHICAGO, ILL.
Jan. 21	A new carpet design called "Gilt Edge" has been created by Muller-Barringer for the Firth Carpet Company. Its unusual feature is a squared trellis of gold metallic thread mixed with antique gold vinylized yarn and combined with wool texture in varying tones of brilliant green. In the near future it will also be offered in additional decorator colors. Publicity: Virginia Burdick, PL. 8-1725.		
Monday Jan. 9-	TO SHOW AT MART	AIR KING PRODUCTS CO.	MDSE. MART, CHICAGO
Jan. 20	Air King will show for the first time its 1950 line of television receivers, and also new models of radios and wire recorders, in space 1454. Two new television receivers, a console and a table type, will feature the new rectangular tube which shows the picture exactly as it is televised and also makes possible smaller cabinets with larger screens. Publicity: S. Olchak, Air-King Products Co., Inc., 170 - 53rd St., Brooklyn 22, N.Y.		
Monday Jan. 9-	TEN NEW SUITES TO BE INTRODUCED	THE MENGE COMPANY LOUISVILLE, KY.	AM. FURN. MART CHICAGO, ILLINOIS
Jan. 20	Ten new furniture suites in a variety of finishes will be introduced to the trade at this time. Finishes range from walnut and mahogany to light modern woods. Publicity: Advertising Dept., Mengel Co., Louisville 1, Ky.		
Monday Jan. 9-	NEW COLOR MERCHANDISING IDEA	JAMES LEES & SONS CO. BRIDGEPORT, PENNA.	MDSE. MART CHICAGO, ILLINOIS
Jan. 20	Companion Carpets by Lees - a new color merchandising idea - will be a feature of this company's showing during the Chicago Market. The idea pivots around five basic color families in the top-selling group, and aids the consumer in making both present and future selections. Each color group includes a range of prices and patterns. This merchandising idea will also be featured at Lees showrooms, 295 Fifth Ave., New York, N.Y. during the winter Carpet Market, Jan. 23-28. Publicity: Wilmer D. Cressman, James Lees & Sons Company, Bridgeport, Penna.		
Monday Jan. 9-	WINTER LAMP MARKET WEEK	MERCHANDISE MART AMERICAN FURNITURE MART	CHICAGO ILLINOIS
Jan. 20	Lamp manufacturers will display their new merchandise during the same period as the Furniture Market. Exhibits will be shown at the Merchandise Mart and the American Furniture Mart. Contact for Merchandise Mart: Mr. Padden; for American Furniture Mart: Clark B. Kelsey.		
Monday Jan. 9-	OWEN WALLPAPERS TO BE SHOWN	WILTON E. OWEN, INC.	MDSE. MART, CHICAGO WATERS BLDG.GD.RAPIDS
Jan. 20	Hand-printed wallpapers by Wilton E. Owen, Inc. will be on display during the furniture markets in both cities. In Chicago they will be shown by the Warner Co., Inc., Room 6-116, Merchandise Mart; in Grand Rapids by Arthur L. Shera, Waters Bldg. Publ.: Franklin Fisher & Assoc., MU. 2-1983.		
Tuesday Jan. 10 10:00 A.M.- 12:00 M. Breakfast	PRESS PREVIEW: NEW COMFORTER COLLECTION A new collection of down-filled comforters and pillows will be previewed by the press at a breakfast. Distinctive new designs in comforters, and a new bridal pillow in brocaded satin will be introduced at this time. Publicity: Anne Gorman, Franklin Fisher & Associates, MU. 2-1983.	PUROFIED DOWN PRODUCTS, INC.	ROOM 1810 350 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 10 Luncheon	MARKET LUNCH AND DESIGN EXHIBIT	FASHION GROUP OF CHICAGO	MANUFACTURERS CLUB MERCHANDISE MART
	Photographs of the work of sixteen Chicago designers will be exhibited at the annual Market luncheon of the Fashion Group. The exhibit will be open to visitors before and after the luncheon. The 16 designers will be present and be introduced by Edith Grimm. Tickets, \$3.50. Contact: Fashion Group of Chicago, DE. 2-1554.		
Tuesday Jan. 10 4:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR CONSUMER PRESS	MURRAY CORPORATION OF AMERICA	AMBASSADOR EAST CHICAGO, ILLINOIS
	A purely social cocktail party for the consumer press will be given in the House on the Roof by the Murray Corporation of America, manufacturers of matched porcelain steel kitchens, gas and electric ranges, bath tubs, sinks and lavatories. Their new line will be shown during the market at the Merchandise Mart. Publicity: Kay Eckhardt, Cunningham & Walsh, Inc., MU. 3-4900.		
Tuesday Jan. 10- Jan. 11	BRIDAL BUSINESS CLINIC	BRIDES HOUSE, INC.	RITZ CARLTON
	The fifteenth Bridal Business Clinic will be held on these two days in the Crystal Gardens of the Ritz Carlton. A Wedding Gift Registry and Home Furnishings Session take place Jan. 10 from 2 to 5 P.M. immediately followed by cocktails. Attendance: retailers from coast-to-coast and Canada, and resident buyers. Contact: Miss Alice Rydell, Brides House, Inc., 527 Fifth Avenue, New York 17, N.Y., MU. 2-1490.		
Tuesday Jan. 10- Jan. 12	FIFTH ANNUAL TECHNICAL SESSION AND EXHIBIT	THE SOCIETY OF THE PLASTICS INDUSTRY	HOTEL CLEVELAND CLEVELAND, OHIO
	This meeting will emphasize the latest developments in the field of reinforced plastics. The non-commercial exhibit will feature new applications of reinforced plastics. Luncheon meetings will be held on January 10th and 11th and the annual banquet on the evening of January 11th.		
Wednesday Jan. 11 9:30 A.M.- 11:00 A.M.	FURNITURE PREVIEW	GIMBEL BROTHERS	33RD ST. & 6TH AVE.
	A mid-winter furniture preview will be held for the press on Gimbel's 10th floor. Budget furniture, a group of cherrywood pieces upholstered in bright Haitian-inspired Valley upholstery, Kroehler units covered in Nylon, and many other new and interesting pieces will be on display. Publicity: Terry Mayer, LO. 5-1500, Ext. 600 or 783.		
Wednesday Jan. 11 Dinner	CARPET FASHIONS FOR '50	CHICAGO FLOOR COVERING ASSOCIATION	GRAND BALLROOM STEVENS HOTEL
	The first fashion presentation to the trade and press of "Carpet Fashions for '50" will be made at the Chicago Floor Covering Assn's annual dinner. A thirty-minute carpet fashion show will introduce the collection created especially for the nationwide Carpet Fashion Opening, April 17-27. Publicity: Melva Chesrown, Fred Eldean Organization, EL. 5-7651.		
Wednesday Jan. 11 Just out	THREE WOODWORKING BOOKS	J. B. LIPPINCOTT	521 FIFTH AVENUE
	Three books, expertly and simply written and profusely illustrated, belong on the reference shelf of the home workshop. They are "Timbers for Woodwork", "Tools for Woodwork" and "Staining and Polishing." Publicity: Mr. Stanley Chambers, J. B. Lippincott, Philadelphia, Pa.		
Jan. 11	"MEMBERS ONLY" DINNER PARTY	FURNITURE CLUB OF AMERICA	FURN. MART, CHICAGO.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 12 12:30 P.M. Luncheon	JANUARY MARKET LUNCHEON The subject of the Market meeting will be "Looking In On Living" and will be illustrated by presentations of traditional, provincial and modern decorating schemes created by three League members: Elizabeth Whitney, Marion Heuer and Flolydia Etting. Out of town members are welcome. Contact: Marian Knapp, Dir. Pub. Rel., Natl. Assn. of Bedding Mfrs., 1647 Merchandise Mart, Chicago 54, Illinois.	HOME FASHIONS LEAGUE	MERCHANDISE MART
Sunday Jan. 15- Jan. 19	NEW GIFT SHOW TO BE HELD IN WASHINGTON The first gift show of the year will be held in Washington where 84 exhibits will be displayed on the 2nd and 3rd floors of the Willard Hotel. Show hours: 9 A.M. to 6 P.M. daily; until 10 P.M. January 18. Closes at 1 P.M. January 19. Contact: Miss Meehan, George F. Little, MU. 9-7147.	GEO. F. LITTLE MNGMT. 220 FIFTH AVENUE	WILLARD HOTEL WASHINGTON, D.C.
Sunday Jan. 15- Jan. 20	N.Y. CURTAIN & DRAPERY SHOW INDIVID. MANUFACTURERS The annual curtain and drapery show will be held on these dates in New York. Contact: H.M. Waters, National Exhibitors, Inc., Lansdale, Pa.	HOTEL NEW YORKER	HOTEL NEW YORKER
Sunday Jan. 15- Jan. 20	NEW DATES SET FOR SHOW The National Domestics and Linens Show will run concurrently with the New York Curtain & Drapery Show instead of in February as originally planned. Hours: 10 A.M. daily through evenings. Contact: H. M. Waters, National Exhibitors, Inc., Lansdale, Pennsylvania.	NATL. DOMESTICS AND LINENS SHOW	9TH FLOOR HOTEL NEW YORKER
<u>WEEK BEGINNING MONDAY, JANUARY 16, 1950</u>			
Monday Jan. 16 7:00 P.M.	THIRTEENTH LECTURE The thirteenth lecture in the Survey of Advertising Course will be on Retail Advertising and its basic principles. It will be given by Joseph Lorin of Grey Advertising. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF NEW YORK	HOTEL ASTOR
Monday Jan. 16- Jan. 26	FURNITURE AND FURNISHINGS TRADE SHOW The largest trade show of its kind to be held in Toronto will open on this date under the joint sponsorship of Furniture and Furnishings Magazine and the Home Furnishings Exhibition Advisory Committee. Approximately 160 exhibitors in all categories are already booked. Open to buyers and retailers. Hours: 9 A.M. to 9 P.M. daily. Contact: Charles L. Stark, Manager, 345 Adelaide Street, W., Toronto, Canada.	FURNITURE AND FURNISHINGS MAGAZINE	COLISEUM TORONTO, CANADA
Monday Jan. 16- Feb. 3	GOLD MEDAL EXHIBITION: MINOR ARCHITECTURAL WORKS The third of six monthly gold medal exhibitions will open on this date and will deal with minor architectural works. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH STREET NEW YORK 16, N. Y.
Tuesday Jan. 17 12:30 P.M.	MONTHLY LUNCHEON The monthly luncheon of this organization will be held on this date. Details to be announced in a later issue. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N. Y.	HOTEL ASTOR
Jan. 18- Jan. 19	NATIONAL MACARONI MFRS. ASSN., FLAMINGO HOTEL, MIAMI BEACH, FLORIDA PUBLICITY: GERTRUDE MICHALOVE, THEODORE SILLS, PL. 9-0820.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 18-	GENERAL MANAGEMENT CONFERENCE	AM. MANAGEMENT ASSN. 330 WEST 42ND STREET	HOTEL ST. FRANCIS SAN FRANCISCO, CAL.
Jan. 20	A mid-winter General Management Conference will be held on the West Coast this year. Top management of large and small industrial and business firms from all sections of the country will meet. Publicity: Edw. K. Moss, BR. 9-6055.		
Jan. 19- Jan. 26	NATIONAL HOUSEWARES MFRS. TRADE SHOW, NAVY PIER, CHICAGO, ILLINOIS. CONTACT: A. W. BUDDENBERG, 1140 MDSE. MART, CHICAGO, ILL., DE. 7-8585.		
Jan. 21 Luncheon	POT AND KETTLE CLUB WINTER LUNCHEON, LAKESHORE CLUB, 850 LAKESHORE DR. CHI. CONTACT: FRED C. WOOD, FRED C. WOOD CO., WESTERN MDSE. MART, SAN FRANCISCO.		
Jan. 22- Jan. 25	NEW YORK STATE GIFT SHOW, HOTEL LAFAYETTE, BUFFALO, NEW YORK. CONTACT: EUGENE A. RICHARDSON ASSOC., 683 ATLANTIC AVE., BOSTON, MASS.		
Sunday Jan. 22- Jan. 27	30TH CALIFORNIA GIFT SHOW	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.
	The semi-annual California Gift Show will be held on these dates in the Alexandria Hotel, Biltmore Hotel, Brack Shops and L. A. Merchandise Mart Bldg. Contact: Woody C. Klingborg, Director of Trade Shows, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.		
Jan. 22 Jan. 27	NATIONAL FURNITURE WAREHOUSEMEN'S ASSN. CONVENTION, CORONADO HOTEL, SAN DIEGO, CAL. PUBLICITY: GERTRUDE MICHALOVE, THEODORE SILLS, PL. 9-0820.		
Monday Jan. 23 7:00 P.M.	FOURTEENTH LECTURE	ADV. WOMEN OF N.Y.	HOTEL ASTOR
	The fourteenth lecture in the Survey of Advertising Course will deal with Layout, Design and Illustration and be given by David Stech, Art Dept., Inc., with Jerry Cummins, Gloria Brandt and Robert Hollis, staff members of the same organization. Contact: Hulda Kloenne, CI. 5-4149.		
Monday Jan. 23 Just out	NEW HOME BUILDING IDEAS	BETTER HOMES & GARDENS	DES MOINES, IOWA
	Your building plans will make swift, smooth progress with this book. You'll find suggestions on where to build, what style of architecture is right for you, how to budget your plans, how to save dollars on building costs. And there's advice on heating, wiring, insulation, plumbing. With 206 pages and more than 300 photographs. In U.S.A., \$1; in Canada, \$1.25. Contact: James N. Hall, Better Homes & Gardens, Meredith Publishing Co., 1716 Locust St., Des Moines 3, Iowa.		
Jan. 23- Jan. 26	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDITORIUM, ATLANTA, GA. CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., ATLANTA, GEORGIA.		
Monday Jan. 23- Jan. 27	NEW YORK LAMP SHOW	LAMP MANUFACTURERS	HOTEL NEW YORKER
	An entire floor of the hotel has been equipped with heavy duty electrical circuits to afford additional exhibition space this year. A press breakfast will be held at 10 A.M. on Tuesday, January 24, in the Panel Room of the New Yorker, sponsored jointly by the show management and the Lamp & Shade Institute. Several prominent manufacturers will be present to conduct a discussion meeting on new styles and prospective developments in the industry. Open to all members of the press. Show hours: 9 A.M. to 6 P.M. daily except Friday when show closes at 1 P.M. Publicity for Lamp & Shade Institute: Catherine Blondin, MU. 9-7360. Contact: Miss Meehan, George F. Little Management, MU. 9-7147.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 23-	NEW YORK WINTER CARPET MARKET	CARPET INSTITUTE EMPIRE STAGE BLDG.	SHOWROOMS 295 FIFTH AVENUE
Jan. 28	Manufacturers will exhibit new patterns in their regular lines; in addition, each exhibitor will contribute one entirely new design which will form the nucleus of the Spring Opening when these new carpets will be released to the general public. Bigelow-Sanford will exhibit in its own showrooms at 140 Madison Avenue. Contact: Mary Burke, Fred Eldean Organization, 670 Fifth Avenue, EL. 5-7651.		
Jan. 23-	NEW YORK WINTER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, N.Y.C.		
Jan. 28	CONTACT: MR. J. J. MELNIKER, 206 LEXINGTON AVENUE, MU. 5-1160.		
Jan. 23-29	HOT TEA WEEK, TEA BUREAU, INC., 500 FIFTH AVENUE, NEW YORK 18, N.Y.		
Jan. 23- Feb. 4	SOUTHERN FURNITURE MARKET, SO. FURN. EXPOSITION BLDG., HIGH POINT, N.C. CONTACT: PAUL CASEY, SOUTHERN FURN. EXPOSITION BLDG., HIGH POINT, N.C.		

ADVANCE DATES AND NOTICES

Saturday Jan. 28	NEW MERCHANDISING MAGAZINE A new merchandising magazine, "Moderne Lamps", will make its first appearance on this date. To be issued quarterly for department and furniture store buyers, decorators and designers, the new publication is designed to bring a new understanding of modern design in lamps and shades, to show the role of modern lighting units in today's house and to publish news of contemporary materials. Contact: Barbara Baer, editor, MU.5-3744.	KREIGER PUBLICATIONS	114 EAST 32ND ST.
Sunday Jan. 29- Feb. 1	SIXTH CALIFORNIA CURTAIN & DRAPERY SHOW Eastern representatives as well as Western exhibitors will display their goods at the show. The theme of "California Colors for Spring" will be emphasized so that buyers can run special promotions based on it. Contact: Joe Lockwood, show director, L.A. Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.
Sunday Jan. 29- Feb. 1	CALIFORNIA LAMP SHOW For the first time west of Chicago, the consolidated products of the lamp industry will be displayed at the California Lamp Show. Contact: Woody C. Klingborg, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles, 15, California.	L. A. TRADE FAIR	BILTMORE, L. A.
Jan. 29- Feb. 3	MIDWINTER MARKET WEEK, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Monday Jan. 30 7:00 P.M.	FIFTEENTH LECTURE The fifteenth lecture in the Survey of Advertising Course will deal with Typography and Production. Francis J. Sorg, Jr., of the Sorg Printing Co. will discuss fundamental facts about type, and Arthur A. Kron of Gotham Adv. Co. will speak on the importance of mechanical factors of production. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF NEW YORK	HOTEL ASTOR
Jan. 30- Feb. 3	LOS ANGELES FURNITURE MARKET, LOS ANGELES FURNITURE MART, LOS ANGELES. CONTACT: J.J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CAL.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 30- Feb. 10	CHICAGO GIFT SHOW The Chicago Gift Show will open on this date at the Palmer House, Chicago, Illinois and run concurrently with the Merchandise Mart Gift Show. Contact: George F. Little Management, 220 Fifth Ave., N.Y.C., MU. 9-7147.	GIFT MANUFACTURERS	PALMER HOUSE
Jan. 30- Feb. 11	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. PUBLICITY: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 31- Feb. 3	TRADE SHOW, NATL. ASSN. OF FROZEN FOOD PACKERS, CONGRESS HOTEL, CHICAGO. CONTACT: L.S. MARTIN, 1415 K STREET, N.W., WASHINGTON, D.C.		
Friday Feb. 3 10:00 A.M.	PRESS BREAKFAST A press party will be held to display table settings by Frank & Sadev and Patchogue Plymouth Mills, in private dining rooms B. and C. on the mezzanine. New table cloths and place mats sets of "Town and Country" lace will be featured. Contact: Harold Sadev, Frank & Sadev, PE. 6-9451.	FRANK & SADEV	HOTEL COMMODORE
Sunday Feb. 5- Feb. 8	SPRING GIFT AND HOUSEWARES SHOW Over 1500 national known domestic and imported lines will be shown at the spring gifts, stationery, toys and housewares show this year. On Tuesday morning, Feb. 7th, at 8:30 A.M., there will be a breakfast forum in the Mart Club on the 9th floor which will be presided over by Richard Gump, president of Gump's, Inc. Publ.: Kay Leber, Dir., KL. 2-2311, Ext. 687.	WESTERN MDSE. EXHIBITORS SAN FRANCISCO 1355 MARKET STREET	CIVIC AUDITORIUM
Feb. 5- Feb. 8	BUFFALO GIFT SHOW, HOTEL STATLER, BUFFALO, NEW YORK. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Monday Feb. 6- Feb. 8	TELEVISION TRADE SHOW The fifth annual "Television Institute" and Industry Trade Show will feature panel discussions conducted by leaders in the industry and a Film Conference on February 8th. Open to dealers and public. Contact: Irwin A. Shane, Television Institute & Industry Trade Show, PL. 7-3721.	TELEVISER MONTHLY	HOTEL NEW YORKER
Feb. 6- Feb. 10	INTERNATIONAL LINENS & DOMESTIC SHOW, HOTEL COMMODORE, NEW YORK CITY. CONTACT: JOHN REED, HOTEL COMMODORE, MU. 6-6000.		
Monday Feb. 6- Feb. 10	WESTERN WINTER MARKET Furniture, fabrics, floor covering, linens and domestics, radio-television appliances, gifts, lamps and housewares will be shown. The theme this year is "Buy-ways to Success". Contact: A. Cameron Ball, Western Merchandise Mart, 1355 Market St., San Francisco, California.	INDIVIDUAL MANUFACTURERS WESTERN MDSE. MART	
Monday Feb. 6- Feb. 24	GOLD MEDAL EXHIBITION MAJOR ARCHITECTURAL WORKS The fourth of six monthly gold medal exhibitions will open on this date and will deal with major architectural works. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH STREET NEW YORK 16, N.Y.
Wednesday Feb. 8 12:45 P.M. Luncheon	"DESIGN FOR LIVING" A luncheon forum on interior decoration will be put on by a designer, an interior decorator, a florist and Scalambra Textiles. Open to the press by invitation; to the public by reservation. Contact: Nola Luxford, Pierre Fashion Director-Commentator, TE. 8-8000.	HOTEL PIERRE	COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS</u>			
Thursday Jan. 5- March 1	EXHIBIT: CHINESE ART A new exhibit, "Art of the Six Dynasties and Tang Period" has just opened. It is the second of a series of four on "A Study of Chinese Civilization Through the Arts" to be held this winter, jointly sponsored by China Institute in America and the Chinese Art Society of America. Hours: 9 A.M. to 5 P.M. Mondays through Fridays. Publicity: China Institute in America, RH. 4-8181.	CHINA HOUSE	125 EAST 65TH ST.
Monday Jan. 9- Jan. 20	PRIZE-WINNING DESIGNS TO BE EXHIBITED Full-size production models of prize-winning designs in the Museum Design Project, Inc.'s international competition for low-cost furniture design will be shown in the individual manufacturer's showrooms during the Winter Furn. Market and will be available to consumers some time in the spring of 1950. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART 11 WEST 53RD STREET	INDIV. SHOWROOMS CHICAGO, ILLINOIS
Monday Jan. 9- March 16	SHORT COURSES Four short courses are offered to students during this period: House Plants, What's Inside a Plant?, Rock and Wall Gardens and Flower Arrangements. Publicity: Matthew Bassity, MA. 2-4433; Contact: Frances M. Miner, Brooklyn Botanic Garden, 1000 Washington Avenue, Brooklyn 25.	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.
Wednesday Jan. 11 8:00 P.M.	ORCHID LECTURE A lecture on orchids, their history and development, illustrated with Kodachrome slides and living plants will be given by Dr. Carl Withner of Brooklyn College and should be of interest to designers. Publicity: Matthew Bassity, MA. 2-4433.	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.
<u>TELEVISION NEWS</u>			
Thursday Jan. 5 2:00 P.M.- 4:00 P.M.	TELEVISION PROGRAM MARKET MELODIES Guests on Ed Herlihy's and Ann Russell's program will be Mr. Joseph Upton, Jr. of Jiffy Join, Inc., who will demonstrate the Jiffy Join method of hanging draperies and curtains and describe the many other uses for this product, and Emma Aubert Cole of Emmary Consultants, who will show and describe many of the new Mallinson drapery fabrics for 1950. Publicity: Hilda Kassell, PL. 9-2917.	WJZ-TV CHANNEL 7	ABC TEL. CENTER 7 WEST 66TH STREET
Friday Jan. 6 4:30 P.M.- 5:00 P.M.	TELEVISION SHOW VANITY FAIR Douglas Tuomey, building expert, will discuss ways to ease the small house situation on the Dorothy Doan show. Mr. Tuomey will explain the models of pre-fabricated houses to be assembled during the program. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE
Wednesday Jan. 11 2:00 P.M.- 4:00 P.M.	TELEVISION PROGRAM MARKET MELODIES Mr. Irving Jacobs of Modern Venetian Blinds will be the guest of Ed. Herlihy and Ann Russell. Mr. Jacobs will demonstrate and exhibit both Venetian blinds and screens made by his company. Publicity: Hilda Kassell, PL. 9-2917.	WJZ-TV CHANNEL 7	ABC TELE. CENTER 7 WEST 66TH STREET

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

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